LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit Matches Flavor Giants!

—New National Smoker Study

High tar smokers report: low tar MERIT delivers flavor of leading high tar brands.

Read how 'Enriched Flavor'.. MERIT has been endorsed by the results of a new national smoker study.

Results Confirm MERIT Breakthrough

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes *having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

Detailed interviews were also conducted with current MERIT smokers.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but *continues* to satisfy! This is perhaps the most important evidence to date that MERIT is the first major alternative for high tar smokers.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78 © Philip Morris Inc. 1978

MERIT
Kings & 100's

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